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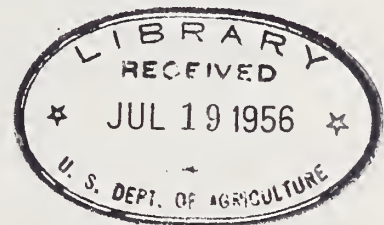
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Federal Extension Service
U. S. Department of Agriculture

DEVELOPMENT OF EXTENSION PROGRAMS
Agricultural Administration 623
Southern Regional Extension Summer School
June 27 - July 15, 1955
University of Arkansas, Fayetteville

- I. Objectives of the Cooperative Extension Service
 - A. Historical evolution.
 - B. Legal background.
 - C. Current program emphasis.
- II. Organizational Pattern of the Cooperative Extension Service
 - A. Basic Organizational Principles.
 - B. Functions of the Federal, State and county Extension Services.
 - C. Organization of the Federal, State and county extension services.
- III. Principles of Program Development.
 - A. Definition of terms.
 - B. Principles of sound program development.
 - C. Principles of extension teaching and learning.
 - D. Planning meetings.
- IV. Steps in Program Planning.
 - A. Overview of the process.
 - 1. The jobs to be done.
 - 2. Responsibilities of extension workers and the people.
 - B. Analyzing the situation.
 - 1. Assembling the background information.
 - 2. Inventorying the local resources.



Instructor: J. L. Matthews, Division of Extension Research and Training,
Federal Extension Service, U. S. Department of Agriculture.

C. Deciding upon objectives for the program.

1. Sources of ideas for objectives.
2. Characteristics of good extension objectives.
3. Selecting objectives for the program.
4. Writing up the program.

V. Carrying out the program.

- A. Defining objectives for teaching.
- B. Selecting extension methods and situations.
- C. Coordinating county staff effort.
- D. Planning the teaching activities.
- E. Writing the plan of work.

VI. Evaluating the program.

- A. Evaluating the organization.
- B. Appraising procedures.
- C. Measuring and reporting results.

VII. Bibliography

- A. Cooperative Extension Work - L. D. Kelsey and C. C. Hearne.
Comstock Publishing Associates, Ithaca, N.Y. Second Edition,
1955. Pages 424; Part III, Pages 109-228.
- B. New Ways to Better Meetings - Bert and Frances Strauss, The Viking
Press, New York 1951, 171 p. Pages 51-63; 77-83; 111-115; 125-154.
- C. The Cultivation of Community Leaders - William W. Biddle, Harper and
Bros. 1953, 199 p. Pages: Ch. I, 1-11; Ch. IV, 43-57; Ch. X, 135-
151; Ch. XII, 169-190.
- D. History of Agricultural Extension - A. C. True, Government Printing
Office, 1928, pp. 112-115. This is out of print, however, the
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- E. The Agricultural Extension System - C. B. Smith and M. C. Wilson,
John Wiley & Sons, 1930, 402 p. Chapters I, III, and V. (This is
out of print; however, your library may have copies.)
- F. Explorations in General Education - Roy Ivan Johnson, Harper and
Bros., 1947. Pages 7-11, 39-51.
- G. Adult Interests - Edward Lee Thorndike. McMillan Pub. Co., 1935,
New York. Chapter 10

